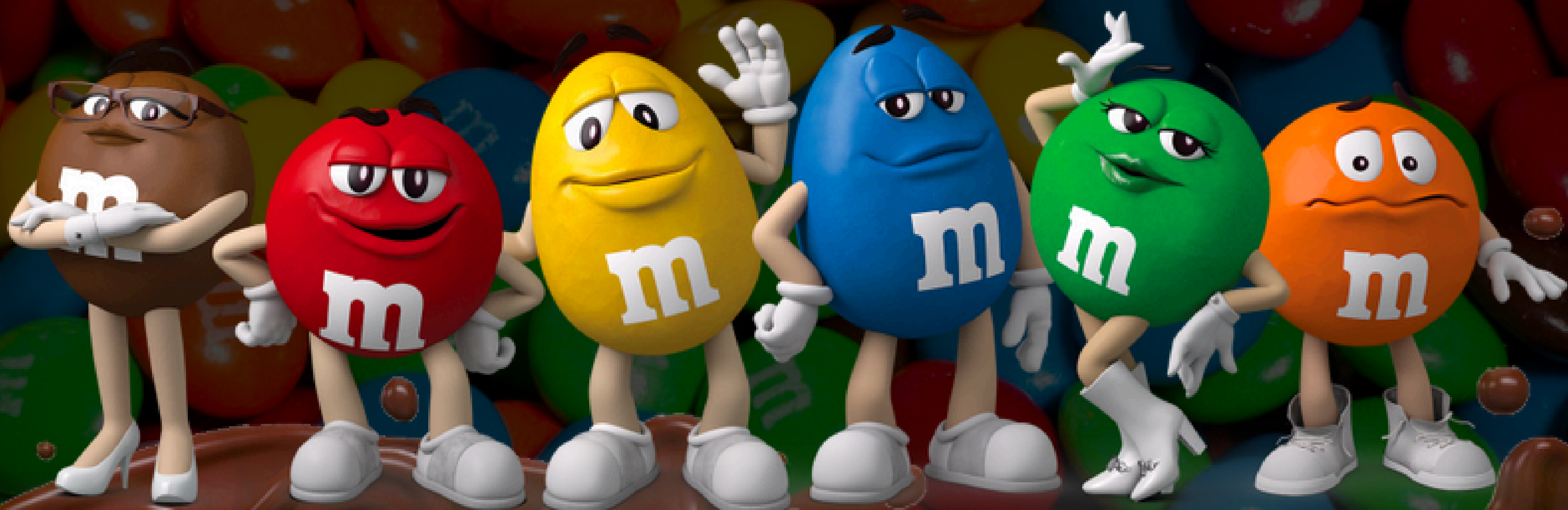


m&m's

A Casualty of the
Culture War



m&m's





ORIGINS: COMBAT CANDY





MARS

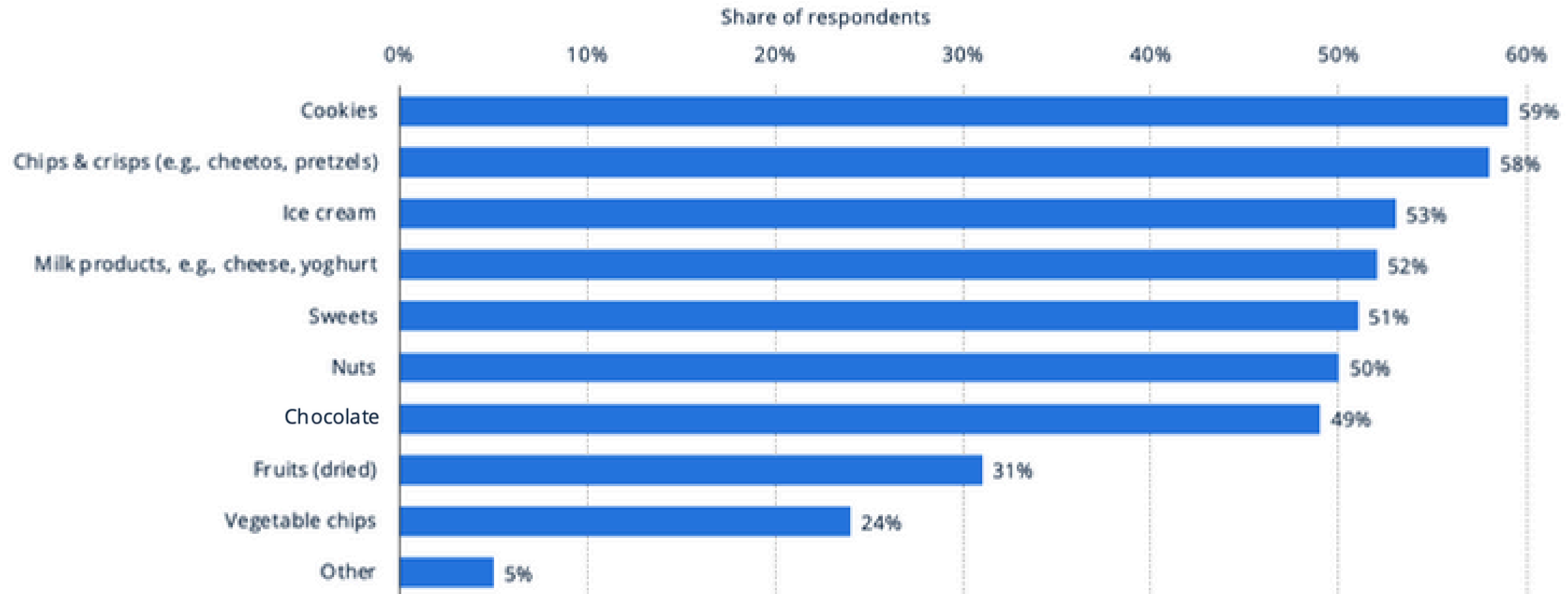




Industry & Competitors

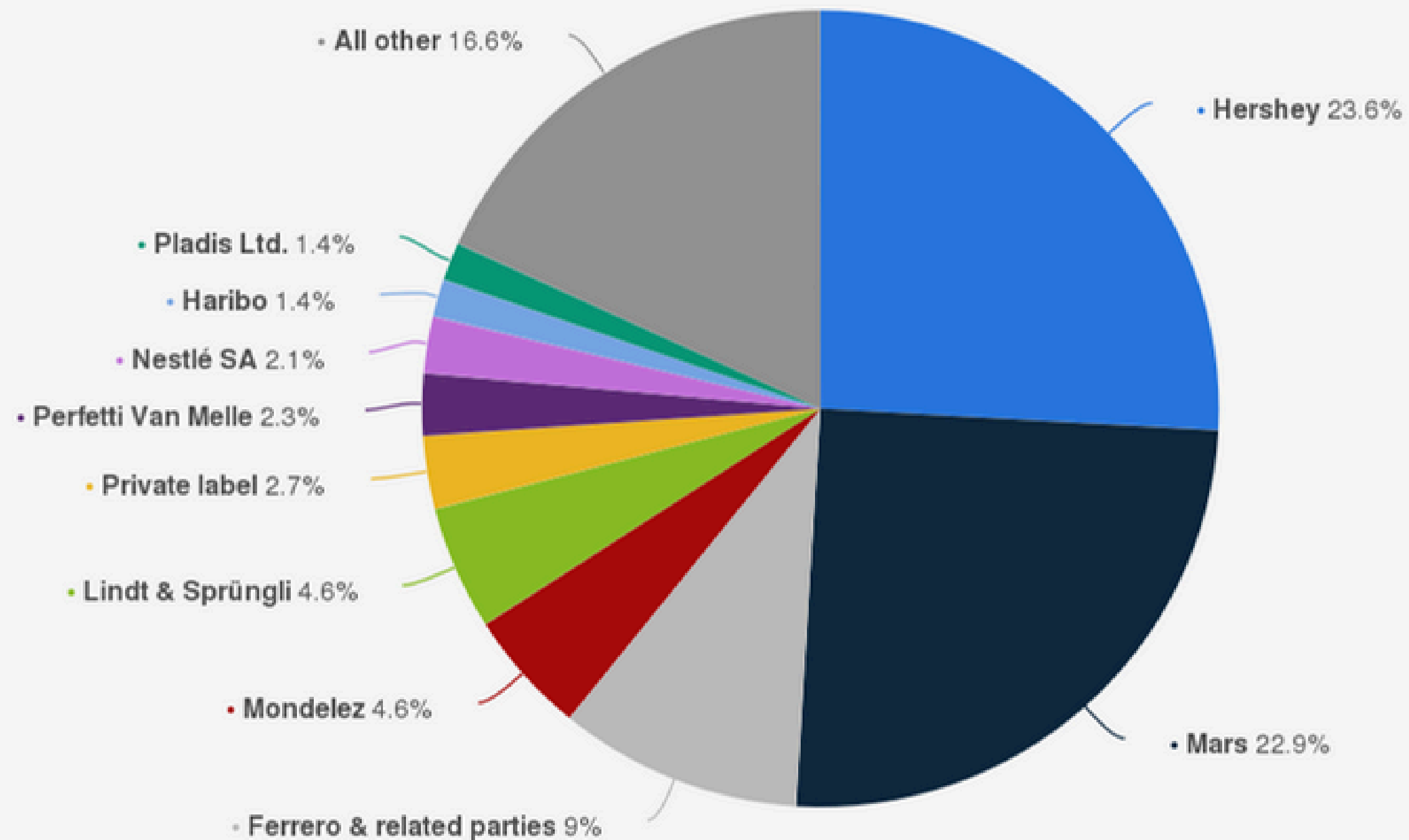
Most popular kind of snacks in the United States in 2021

Most popular kind of snacks in the U.S. 2021





Confectionery market share in the United States in 2021, by company

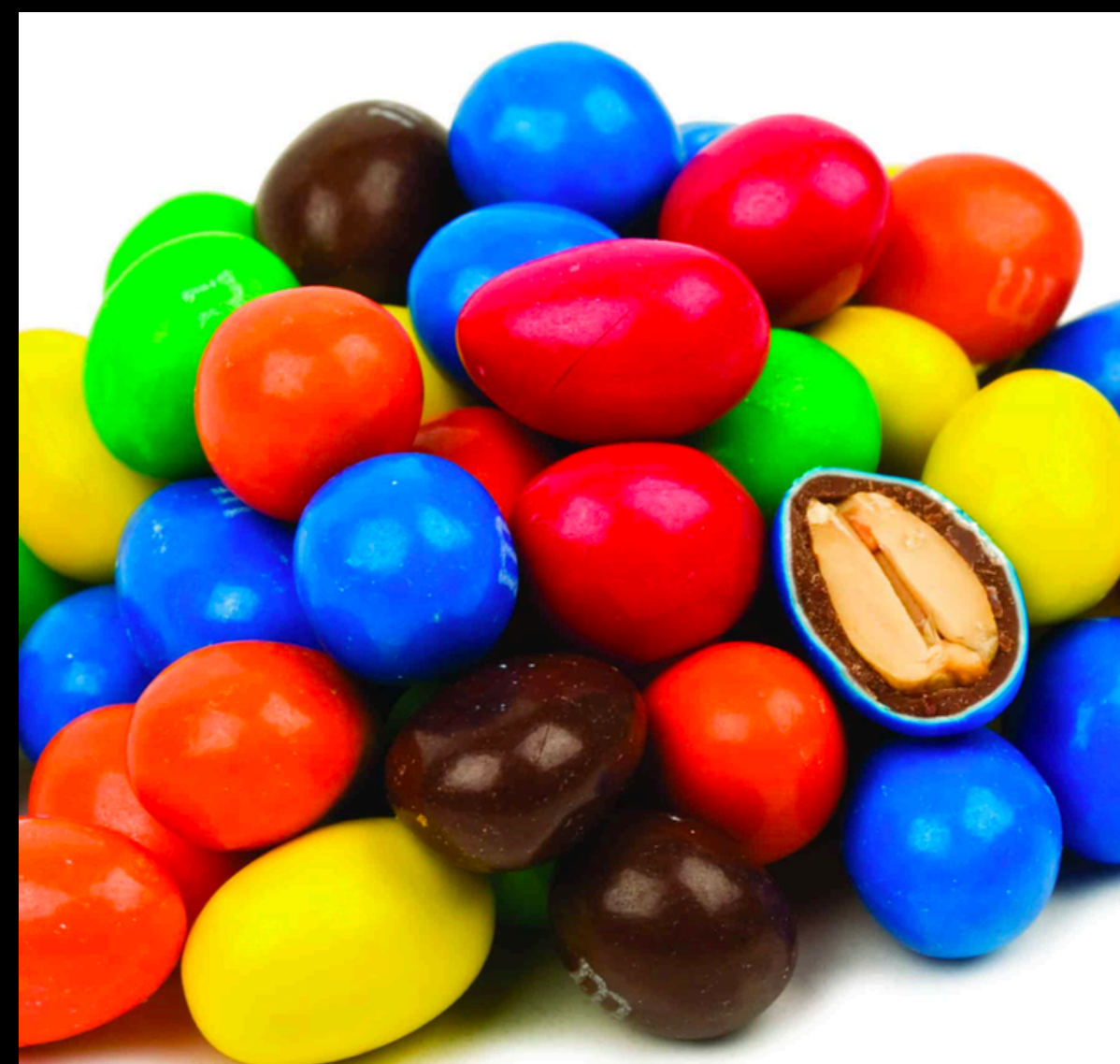


Sources
Hershey's; IRI
© Statista 2023

Additional Information:
United States; IRI; Calendar year ending March 1, 2022



VS.



Most Popular US Candies 2020

1



4



2



5



3

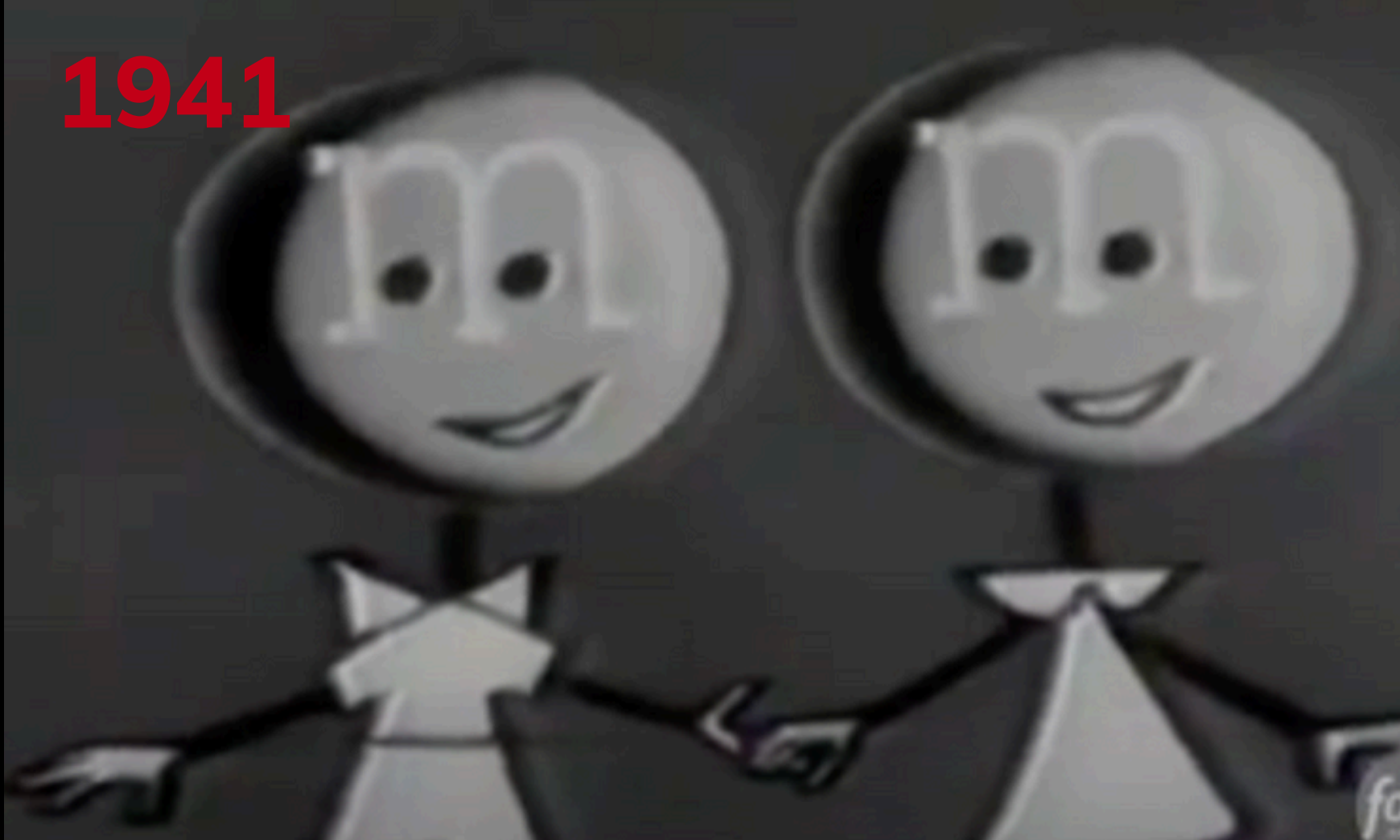




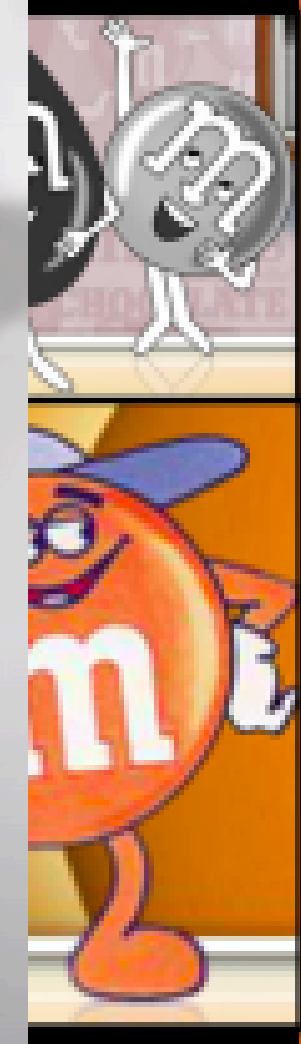
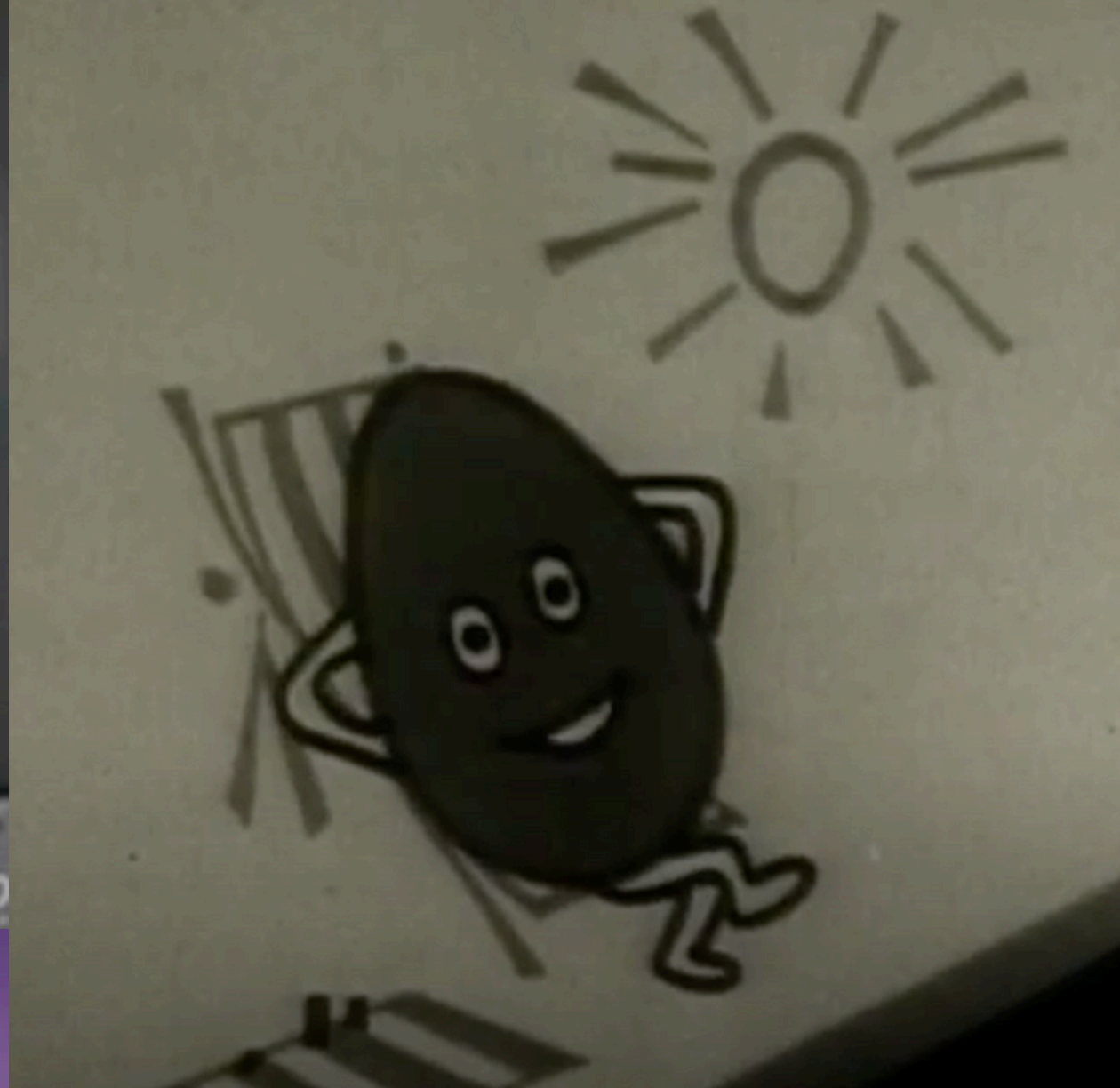
Master of the Pseudo Event



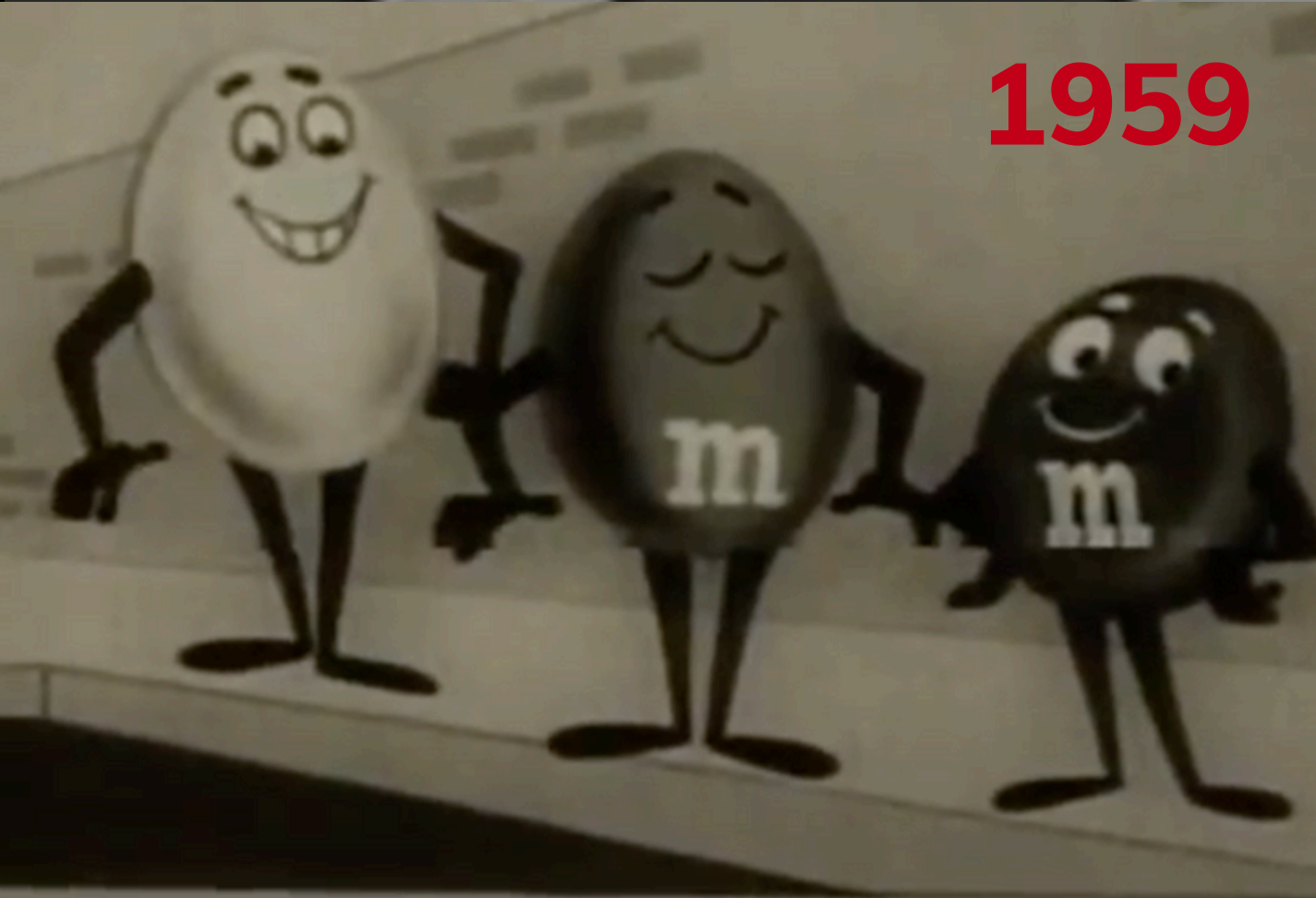
1941



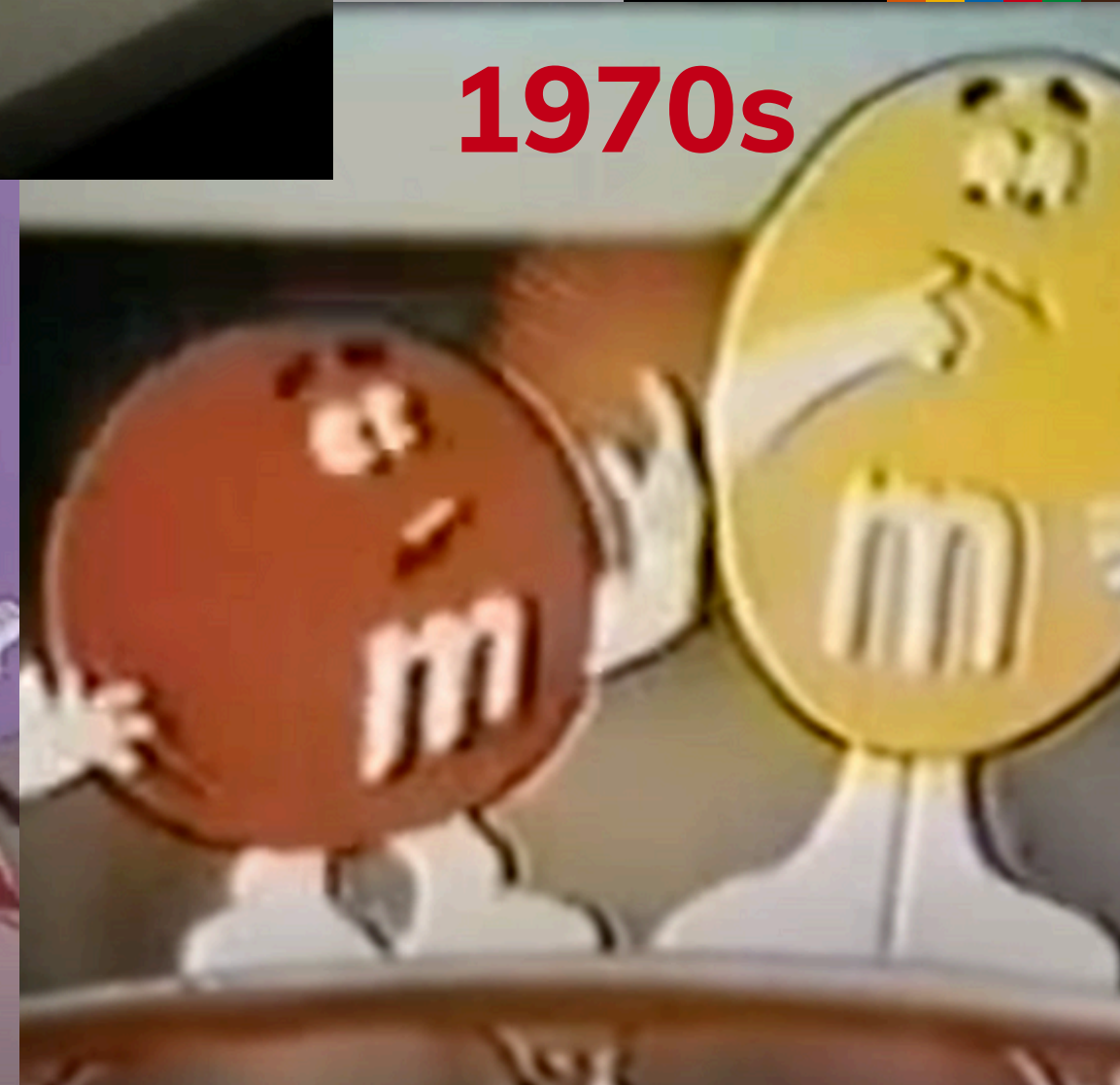
1954



1959



1970s



1960s

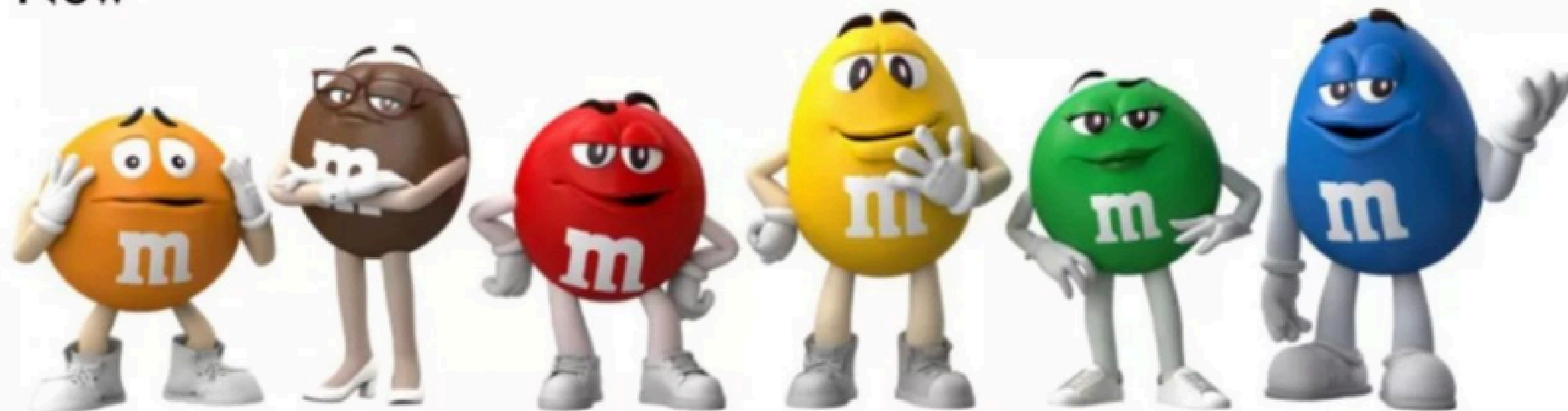


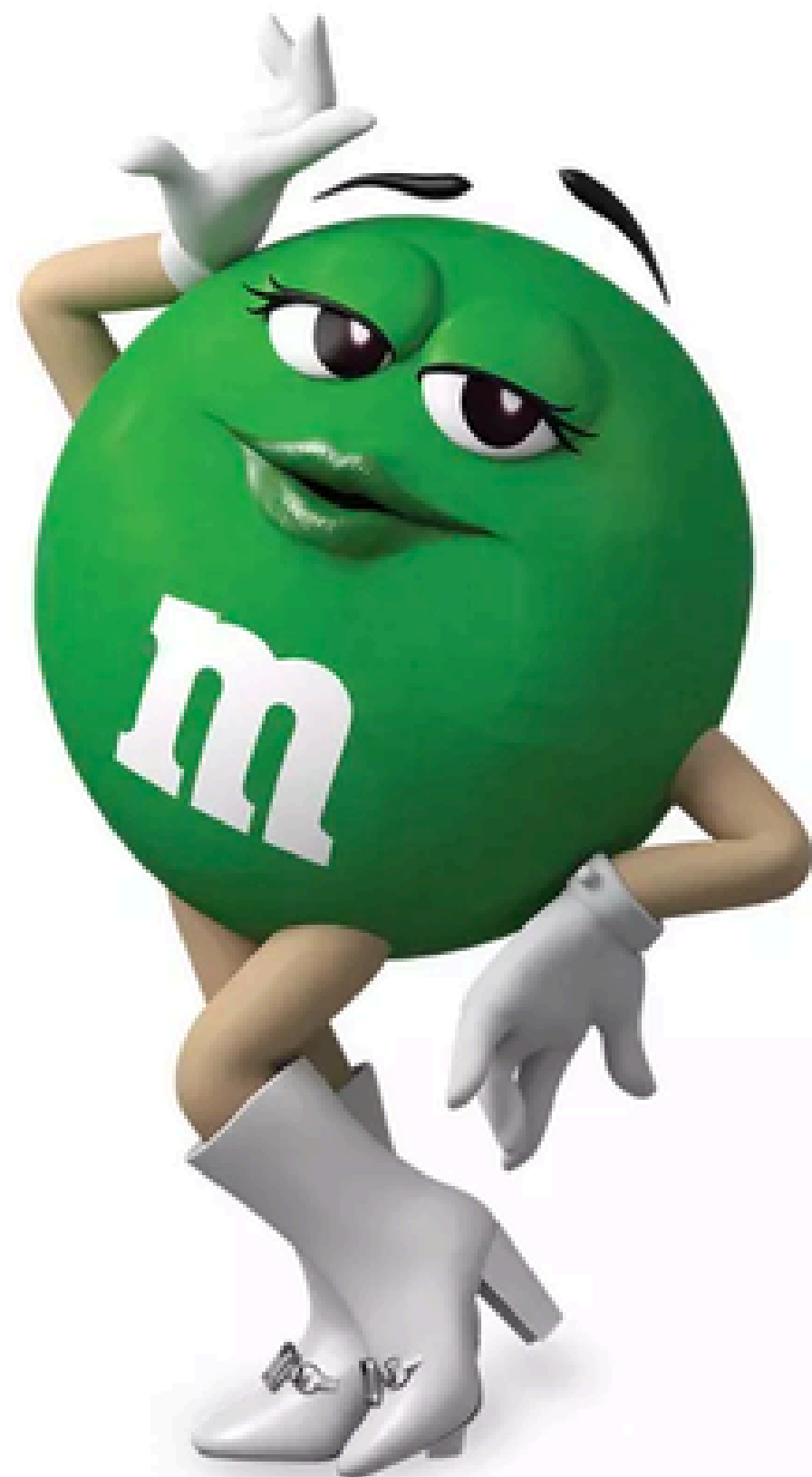
The Spokescandy Debacle

Previous



New



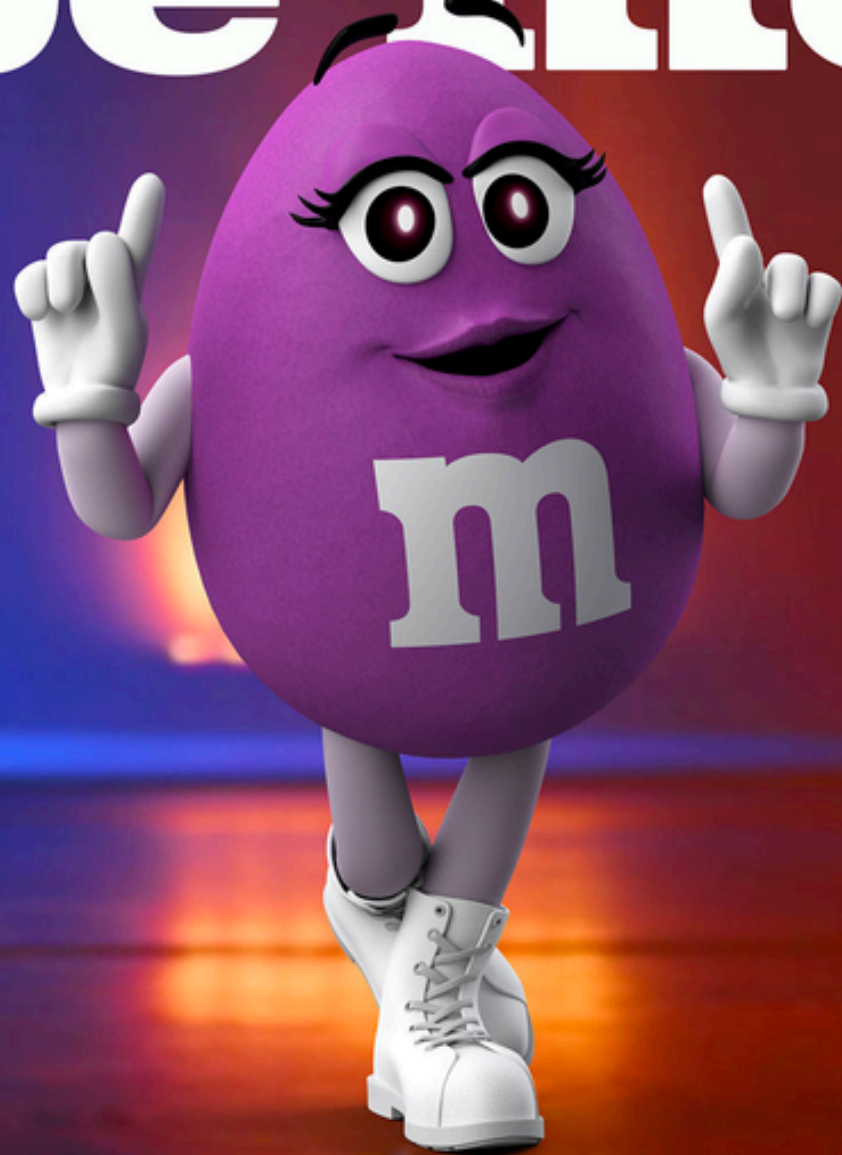


OLD



NEW

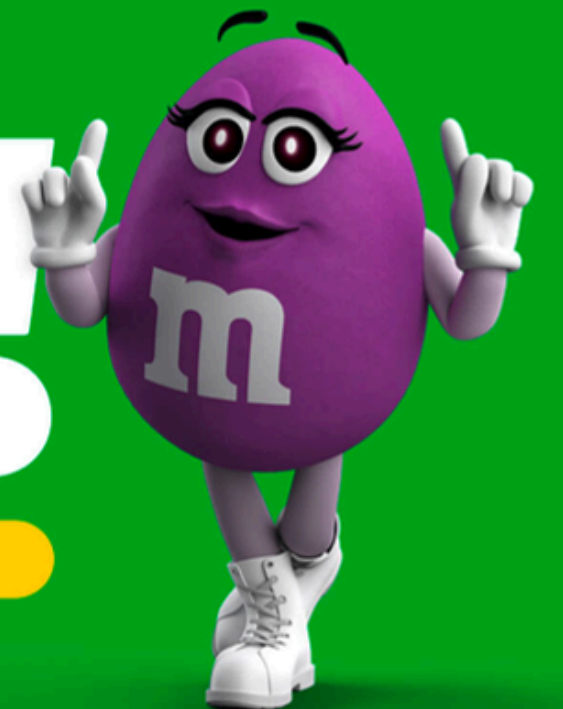
i'm just gonna
be me

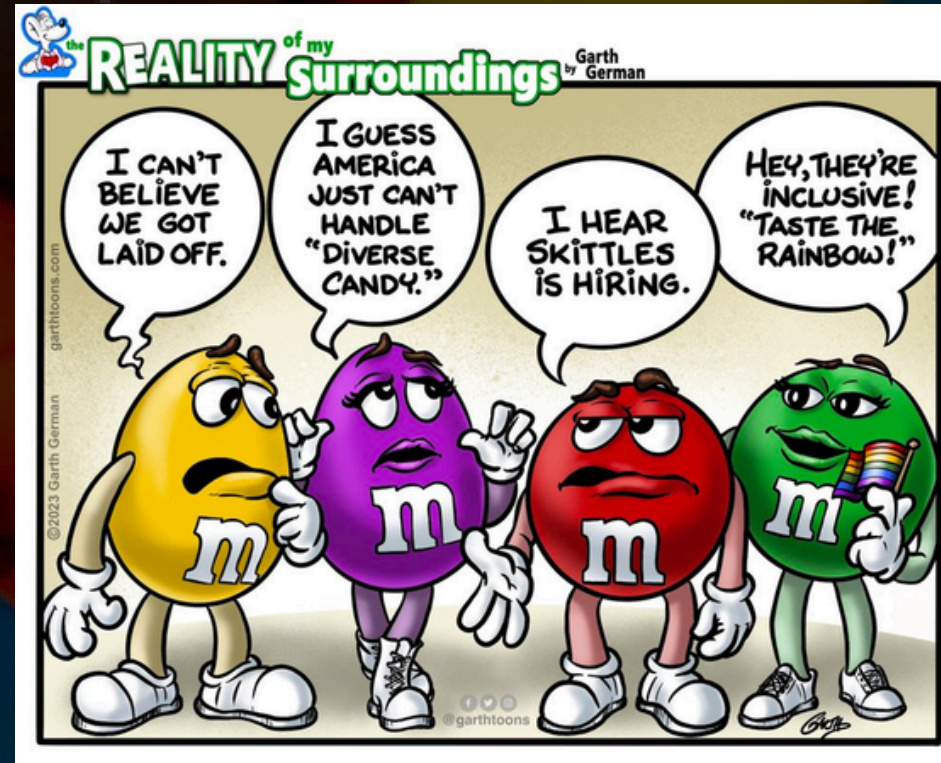
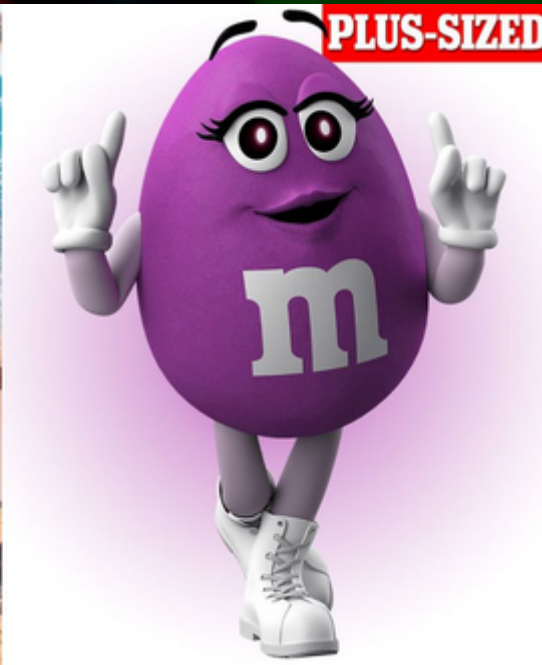


Hi!

introducing Purple

[learn more](#)





"Candy is supposed to be fun."





Where Can We Go
From Here?



YOU'RE NOT YOU
WHEN YOU'RE
HUNGRY.


SNICKERS
SATISFIES



**OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY**

IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNICKERS FAST



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH 



m&m's

Incremental
Changes

AVOID OVER
POLITICIZATION

SHIFT TO
CORE VALUES



THANK YOU

